



Comparative Review of the Opinions of Experts and Parents Regarding the Role of Television Programs in the Demographic Pyramid Change (Population Increase) (Case Study: Lahijan City, 2014)

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ABSTRACT

Years after the war, a great opportunity was created in the country for the cultural organizations of the country to achieve wonderful success in a unique alliance in the establishment of a socio-cultural issue. Among these, the role and effectiveness of media attracted the attention of the audiences more than others; but as decades past and some experts announced warning in the field of intense reduction of the population of the country since 2012 led to the issue of developing "national measures and strategies about preventing the reduction of the rate of reproduction and its promotion in proportion with Islamic teachings and strategic requirements of the country" being in the agenda of the Supreme Council of Cultural Revolution and it was approved in 2012.23.06.

According to this, in the paragraph 1 of the article 3 of this bill, "preparation of the comprehensive project of production and execution of all types of educational, research, informational, presentation, advertising and other mass media especially television and its provincial networks with the purpose of making conversations and promotion of the process of childbearing and expression of the negative effects of reduction of the rate of reproduction by observing strategic requirements and conditions" was considered as one of the measures for preventing the reduction of the rate of reproduction and its promotion.

According to this, the purpose of the present study is to provide "a comparative review of the opinions of experts" and "parents" regarding the role of TV programs on the demographic pyramid change (population increase) (case study: Lahijan city, 2014). This research is an applied one in terms of purpose and it has been conducted as a survey and the statistical population of this research includes some experts of the media, sociologists, psychologists and parents (mothers) living in the city Lahijan, a number of 55190 persons. Among this statistical population, a sample of 15 experts and 400 parents were selected with the simple random sampling. The measurement tools of this research include a researcher-made questionnaire and interview (results of the interview were the criteria for making the questionnaire of the research) and the rate of its reliability was calculated to be higher than 0.70 by using the Cronbach's alpha coefficient and in order to analyze the data obtained in this research, the descriptive statistical method, mean, frequency were used and in order to test the hypotheses the Pearson correlation test and the regression analysis have been used by using the statistical software SPSS. The findings of this research showed that there was a significant positive relationship between health, economic, political and socio-cultural programs of television on population increase in the perspective of parents. Also, the results obtained from the regression analysis show that health care programs of TV predict 0.49 of the changes of the population increase, economical programs predict 0.80 of it, political programs predict 0.85 of it and socio-cultural programs predict 0.59 of these changes.

Keywords: Television Programs, Health, Economy, Policy, Demographic Changes

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INTRODUCTION

Since the media has a crucial impact on the thought and culture of the families, the responsibility of the awareness of the society of the risks of population reduction is that of the national media that is television. For this purpose, media, with the purpose of qualitative promotion of population and reviewing it – in proportion with the great population policies of the country, shall promote women's academic and social activities in proportion with the population increase policy and prevent promotion of programs destroying families.

In the opinion of researchers, as increase of population threatens the society, its decrease also leads to the enfeeblement of the bases of power and puts the future of the

country at risk. Therefore, the need of the society – either at the time of war or peace – shall be met through promotion of culture and providing awareness through demographic programs of the national media (television). The purpose of the researchers of the study above is to increase the interaction between the families and media in order for the realization of the rights of reproduction.

Since the demographers believe that a proper population is to create the best balance possible between resources and the number of population and given that the natural and economical facilities of the countries are different; therefore, the proper population of each country will be different than that of others. Thus, we shall make efforts to achieve a population including two qualitative and quantitative components for meeting the purposes of the society. The purposes of each society is different and these purposes can be welfare and well-being of the human

beings or increase of the wealth of the society or perhaps the power of the society; therefore, a proportion shall be established between the population and economy so that the best result will be obtained in the best way possible. With a high or low rate of reproduction, a proper economic development can be achieved (South Korea and Taiwan did such thing a few decades ago).

In the long run, it is better to increase the work force not the number of retired people. If we take a look at the demographic evolutions of the world, we will see many countries dealing with the damage of "population reduction". If the 20th century was the century of explosion of population, the 21st century is called the century of intense reduction of population. Now, half of the world's population live in countries in which the rate of reproduction is under the threshold of replacement (ratio of death and reproduction). According to the statistical predictions, the average of the world's work force increase between the years 2010 and 2030 will only be half of the increase we experienced in the past two decades. At the same time, given the researches of the international institute of analysis of the applicable systems, the growth of the rate of education is the world is in decline (Kalantari, 1996: 97).

That is why mass media is able to play an effective role in forming the public awareness (in the field of population increase) through transferring values and drawing the dominant ideology and it inspires social behavior and thought in compliance with the dominant beliefs (Lal, 2000: 29). Media is able to deepen and consolidate the belief system of the society by considering its persuasive power; in a way that communicative elites can be considered as the producers of the dominant ideology (Lal, 2000: 14).

Main question of the research:

Is there a significant relationship between television programs and population increase?

Primary hypothesis:

There is a difference between the views of experts and parents regarding the effectiveness of the family-oriented programs in the population growth.

Secondary hypotheses:

- 1-Health television programs affect population growth in the opinion of experts/parents.
- 2-Economical television programs affect population growth in the opinion of experts/parents.
- 3-Political television programs affect population growth in the opinion of experts/parents.
- 4-Socio-cultural television programs affect population growth in the opinion of experts/parents.

Theoretical or conceptual framework:

-Audiences' Dependency Theory

The dependency theory considers the relationships between media, society and audiences and by referring to the needs of the audience including having information about the surrounding occurrences on one hand and also not knowing and running away from the realities on the other one, it assumes that audience is a passive element dependent on the media. Ball Rokeach and M. Kefleur, who stated this theory in 1976, write as they describe it:

"The dependency theory, as an ecological theory, focuses on the relationships between large, average and small systems and their components. An ecological theory considers society as an organic structure and attempts to understand the relationship between the small and large sections of the social systems and expression of the behavior of each of these sections is based on these relationships. The media system is an important section of

the social tissue of the modern society and has relationships with individuals, groups, organizations and other social institutions." (Ball Rokeach and M. Kefleur, 1989: 302-303)



Rate of people's dependency on media

Rate of people's dependency on media

This theory indicates that individuals have difference dependencies on the media and these dependencies are different from a person and the other, a group or the other and a culture or the other.

In the new developed society, many of the actions of living and business require new and reliable information and audiences are greatly dependent on the information of the mass media (Sorin and Tankard, 2013: 413).

- Agenda-Setting Theory

The agenda-setting theory claims that media has an impact on the recognition and approach of the people and determination of their mental priorities through selecting and highlighting some issues and occurrences in the frame of news and news reports. It means that highlighting some issues and occurrences affect the awareness and information of the people. Although they cannot determine "how" people think, but they can determine "about what" they think.

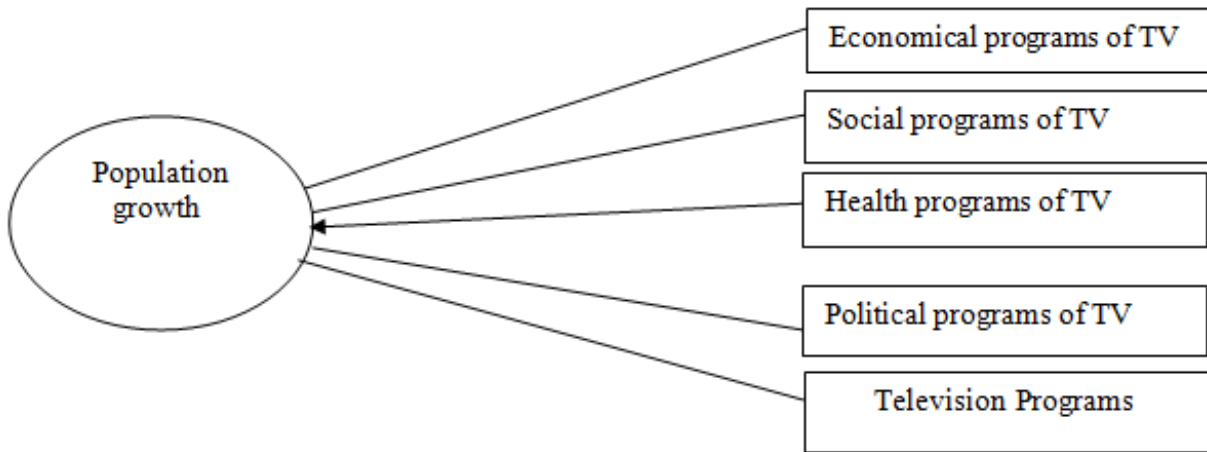
What is meant by the media's agenda-setting is that media, especially in news and news reports and documentaries, has the power to focus the attention of the audiences to a set of certain and limited issues and subjects and ignore other issues and subjects. The outcome of such thing is that some specific issues are discussed by many people in the public sphere and outside the realm of media; while other issues and subjects are not even considered (Mehdzadeh, 2010: 26).

The concept of agenda-setting is more complex than setting priorities and this indicates that the process of making an issue the priority of the public takes time and has a few stages. This concept shows that the method of the media for making the framework of an issue and the important words used by them to describe this issue can be effective and the role of known and famous persons at the time of making comments about the issue is very important and effective ((Sorin and Tankard, 2013: 356).

- Satisfaction Theory

This approach was firstly described in an article by Eliho Katz (1959), an article Katz began with the question "what do people do with the media?" (Sorin and Tankard, 2013: 420). "Satisfaction and efficiency", development and expansion of the limitedness and selection of the theory are considered as the impacts of the mass media devices. This theory expresses that audiences are the ones who decide what program to see and what communicative device to select. This approach seeks to find the causes and motivations that drives the audience to use the media with various methods through which he/she can be satisfied and the main purpose of the research is to review how the audiences of the media select and receive it and the way they react (Mehrdad, 2001: p147).

Assumed theoretical model



Research method

This research is an applied one in terms of purpose and it is a survey in terms of method. We know that survey can be used for descriptive, expressive and explorative purposes. The survey research is used in studies in which "an individual" is considered as an analysis unit; although this method can also use for other units including groups and so on (Bebi, 2011: 560).

As we know, in order to collect the survey data, various techniques such as observation, interview and questionnaire, etc. are used. However, questionnaire is the most common technique for collecting information (Daws, 2006: 87).

Definition of concepts and variables of the research:

Conceptual definition of media: mass media or in other words communication devices are the Persian terms for the Latin word "medium" the popular form of which is "media" and what is meant by this class of devices is devices considered by a large number of audiences and what has been created by new civilizations (Kaznovo, 2008: p3).

Conceptual definition of health: it is a series of various sciences and generally doing some things for preventing people from

being diagnosed with diseases and becoming healthy. World Health Organization (WHO) defines health as follows: health is a science and art of preventing diseases and elongation of age and promotion of health by inclusive social efforts (Ildar Abadi, 2013: 19).

Conceptual definition of economy: the word economy means frugality and moderation. In a simple and comprehensive definition economy is the science of allocation, scarcity production factors between a set of competitive activities in order to meet the unlimited needs of human beings (Jolayi, 2009: 2).

Conceptual definition of politics: politics is solving the conflicts of human beings; a process through which the society distributes resources and values strongly or makes decisions and determine policies; politics is application of power and influence in the society (Rash, 2012: 4).

-Research findings (analysis of hypotheses):

First hypothesis: health television programs have an effect on the population increase in the opinion of parents.

Given that one of the preconditions of using regression coefficient is the significance of the Pearson correlation coefficient, firstly the Pearson correlation coefficient is extracted for the relationship between two variables.

	Statistics	Population increase in the opinion of parents
Health programs of television	Pearson correlation coefficient	0.498**
	Significance level	0.001
	Number of samples	400

** Significance of the test at the significance level of 0.01

According to the results of table 4-31 and given that the significance level obtained is 0.01 and lower than the standard level (0.05), the calculated test is significant and with a 99 percent confidence, it can be said that there is a significant positive relationship between health programs of television and population increase in the opinion of parents. The correlation coefficient between the two variables is also 0.49.

Table (4-32) – summary of the regression model

Correlation coefficient	Determination coefficient	Moderated determination coefficient
0.498	0.248	0.246

According to the results of table (4-32), the coefficient of the correlation between health programs of television and population increase in the opinion of parents is equal to 0.49 and the determination coefficient is equal to 0.24.

Table (4-33) results of the univariate regression coefficient

Predictor variable	Nonstandard coefficients		Standard coefficients	T	P
	B	SE	BETA		
Constant value	24.048	1.484		16.201	.000
Health television programs	1.652	.145	.498	11.427	.000

According to the results of table (4-33) and given that the significance level of the test error is lower than 0.01, therefore it can be said that the first hypothesis is confirmed and health television programs have a significant positive effect on the population growth in the opinion of parents. Also the beta coefficient shows that health television programs predict 0.49 of the changes of population increase.

Second hypothesis: economical television programs have an effect on the population increase in the opinion of parents.

Table (4-34) – results of Pearson correlation coefficient for determining the correlation

	Statistics	Population increase in the opinion of parents
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Economical television programs	Pearson correlation coefficient	0.801**
	Significance level	0.001
	Number of samples	400

** Significance of the test at the significance level of 0.01

According to the results of table 4-34 and given that the significance level obtained is 0.01 and lower than the standard level (0.05), the calculated test is significant and with a 99 percent confidence, it can be said that there is a significant positive relationship between Economical television programs and population increase in the opinion of parents. The correlation coefficient between the two variables is also 0.80.

Table (4-35) – summary of the regression model

Correlation coefficient	Determination coefficient	Moderated determination coefficient
0.801	0.641	0.640

According to the results of table (4-35), the coefficient of the correlation between economical television programs and population increase in the opinion of parents is equal to 0.49 and the determination coefficient is equal to 0.24.

Table (4-36) results of the univariate regression coefficient

Predictor variable	Nonstandard coefficients		Standard coefficients	T	P
	B	SE	BETA		
Constant value	14.920	0.990		15.068	.000
Economical television programs	1.198	0.045	0.801	26.622	.000

According to the results of table (4-36) and given that the significance level of the test error is lower than 0.01, therefore it can be said that the second hypothesis is confirmed and economical television programs have a significant positive effect on the population growth in the opinion of parents. Also the beta coefficient shows that economical television programs predict 0.80 of the changes of population increase.

Third hypothesis: political television programs have an effect on the population increase in the opinion of parents.

Table (4-37) – results of Pearson correlation coefficient for determining the correlation

	Statistics	Population increase in the opinion of experts/parents
Political television programs	Pearson correlation coefficient	0.853**
	Significance level	0.001
	Number of samples	400

** Significance of the test at the significance level of 0.01

According to the results of table 4-37 and given that the significance level obtained is 0.01 and lower than the standard level (0.05), the calculated test is significant and with a 99 percent confidence, it can be said that there is a significant positive relationship between Political television programs and population increase in the opinion of parents. The correlation coefficient between the two variables is also 0.85.

Table (4-38) – summary of the regression model

Correlation coefficient	Determination coefficient	Moderated determination coefficient
0.853	0.728	0.727

According to the results of table (4-38), the coefficient of the correlation between political television programs and population increase in the opinion of parents is equal to 0.72 and the determination coefficient is equal to 0.72.

Table (4-39) results of the univariate regression coefficient

Predictor variable	Nonstandard coefficients		Standard coefficient s	T	P
	B	SE	BETA		
Constant value	15.406	0.798		19.315	.000
Political television programs	1.404	0.043	0.853	32.569	.000

According to the results of table (4-39) and given that the significance level of the test error is lower than 0.01, therefore it can be said that the third hypothesis is confirmed and political television programs have a significant positive effect on the population growth in the opinion of parents. Also the beta coefficient shows that political television programs predict 0.85 of the changes of population increase.

Fourth hypothesis: socio-cultural television programs have an effect on the population increase in the opinion of parents.

Table (4-40) – results of Pearson correlation coefficient for determining the correlation

	Statistics	Population increase in the opinion of experts/parents
Socio-cultural television programs	Pearson correlation coefficient	0.597**
	Significance level	0.001
	Number of samples	400

** Significance of the test at the significance level of 0.01

According to the results of table 4-40 and given that the significance level obtained is 0.01 and lower than the standard level (0.05), the calculated test is significant and with a 99 percent confidence, it can be said that there is a significant positive relationship between socio-cultural television programs and population increase in the opinion of parents. The correlation coefficient between the two variables is also 0.59.

Table (4-38) – summary of the regression model

Correlation coefficient	Determination coefficient	Moderated determination coefficient
0.597	0.357	0.355

According to the results of table (4-41), the coefficient of the correlation between socio-cultural television programs and population increase in the opinion of parents is equal to 0.59 and the determination coefficient is equal to 0.35.

Table (4-42) results of the univariate regression coefficient

Predictor variable	Nonstandard coefficients		Standard coefficients	T	P
	B	SE	BETA		
Constant value	17.337	1.596		10.864	.000
Socio-cultural television programs	0.489	0.033	0.597	14.842	.000

According to the results of table (4-42) and given that the significance level of the test error is lower than 0.01, therefore it can be said that the third hypothesis is confirmed and socio-cultural television programs have a significant positive effect on the population growth in the opinion of parents. Also the beta coefficient shows that socio-cultural television programs predict 0.59 of the changes of population increase.

Given the newness of the subject studied in this research called comparative review of the opinions of experts and parents regarding the role of television programs on the demographic pyramid change (population increase), in this field an interview between 15 of the elites was done among whom 7 of the interviewees worked in media, 5 of them were demographers and 3 of them were psychologists and the results of it are mentioned as follows:

- In relation with demographic policies, out of the 15 respondents, 10 persons considered the function as bad and 5 agreed on a good function.
- In relation with the reformation of demographic policies, 11 persons agreed, 2 were indifferent and 2 persons considered the function as bad.
- In relation with social cohesion, the elites referred to economic issues (10 persons), cultural issues (5 persons), religious issues (2 persons) and nationalistic issues (1 person).
- In relation with the reformation of short-term policies, 14 experts agreed and one person disagreed and they expressed that the country is not prepared for population increase and also elites referred to cultural issues (9 persons) and economic issues (8 persons).
- In relation with the direct entrance of media, 3 persons agreed, 6 persons did not have any comment and 6 persons did not agree with the direct entrance of media to this area.
- In relation with safety threats, 4 persons agreed and 11 persons disagreed with the population increase given safety threats.

- In relation with the approach of women and girls in association with fitness, 7 persons agreed, 3 persons were indifferent and 5 persons disagreed.
- In relation with selecting successful families as role models, 9 persons agreed, 3 persons were indifferent and 3 persons disagreed.
- In relation with making the necessary culture for population increase, 6 persons agreed, 1 person was indifferent and 8 persons disagreed.
- In relation with the representation of the family in shows, 12 persons agreed, 1 person was indifferent and 2 persons disagreed.
- In relation with change of mindset, 8 persons agreed, 2 persons were indifferent and 5 persons disagreed.
- In relation with media policies, 3 persons referred to the national approach, 5 persons referred to the religious approach and 7 persons referred to the individual approach.

And according to the results obtained from the interview of the elites, a questionnaire was prepared and 100% of the respondents of this questionnaire are composed on mothers and also 100% of the respondents are married. According to the results, 64.5% of the respondents lived in the center of the city, 17.5% lived in the upper districts and 18% of them lived in the lower districts of the city. In terms of age, 3.5% were 20-24 years old, 11.5% were 24-29 years old, 16% were 30-34 years old, 20.8% were 35-39 years old, 17.8% were 40-44 years old, 15.2% were older than 50. In terms of education, it can be said that 4.2% had the degree of elementary school, 11.5% of them had the degree of middle school, 41% of them had a diploma, 10.8% of them had an associate degree, 27.5% of them had a BA and 5% of them had a MA and PhD.

In this field, there are no researches that study health, economic, political and socio-cultural variables of television together, and the researches done in this field have only reviewed 1 or 2 variables about population growth. As follows, by considering the present research and the previous ones, we theoretically express the results.

In the present research, the role of television programs in population growth has been reviewed and according to the obtained findings, there is a significant and positive relationship between television programs and population growth.

Information collection method:

As we know, in order to collect the survey data, various techniques such as observation, interview and questionnaire, etc. are used. However, questionnaire is the most common technique for collecting information (Daws, 2006: 87).

The process of this research includes gathering and processing information, statistical analysis of information and recommendation of strategies for television affecting population increase. The essential data and information for the whole process is collected by one of the following method, depending whether or not it's possible.

- Documentation method: through theoretical texts including available books, publications and journals
- Interview method: among the 15 elites, elites of the areas of media (7 persons), demographers (5 persons) and psychologists (3 persons) were interviewed.
- Questionnaire method: questionnaires were designed based on the 5-option Likert spectrum and 400 questionnaires were equally distributed among mothers of various regions of the city Lahijan and then gathered in such a way that each class of the society received them.

Analysis method of the research findings:

In order to analyze the interview, the Croup focus method has been used and in order to analyze the information of the questionnaire, the SPSS and Excel software have been used and for this purpose, in order to describe and analyze the data, a one-dimensional descriptive tables and two-dimensional expressive tables and relevant tests are used. The domain of research of the article was the city Lahijan in 2013.

Statistical population

The statistical population of this research includes some of experts of the area of media, demographers, psychologists and parents (mothers) living in the city Lahijan.

This selection has been done due to the following reasons:

- This class of individuals has entered the *social relations* in various ways.
- Mentally and behaviorally, they are more *stable*.
- They are *realistic* in facing issues.
- They *encounter* various issues.
- Also, it has been attempted to evaluate *women living* in various regions of the city with various cultural, social and financial *levels*.

3-4 - Determination of the sample volume:

In order to determine the sample volume, the Cochran's formula

$$n = \frac{Nt^2 p(1-p)}{Nd^2 + t^2 p(1-p)}$$

is used (Sarayi, 2009: 133).

N = 55190 volume of the statistical study;

d = 0.05 desirable probable accuracy;

t = 1.96 with the confidence coefficient of 95%;

p = 0.5 ratio with the attribute of certainty (for the highest sample number);

n ≈ 381 sample volume;

Since the statisticians suggest that it is better to consider a statistical sample volume that is a bit larger than the sample volume calculated by the formulas in the studies in the field of social sciences, so that in case of various errors which can happen in statistics and extraction, the obtained results would be more reliable (Mansoorfar, 2013: 293); therefore, in order to increase the accuracy of the research, 400 questionnaires were distributed.

Discussion and conclusion

The results obtained from reviewing and testing the research hypotheses and comparing the opinions of experts and parents regarding population increase are:

First hypothesis: health television programs have an effect on the population increase in the opinion of parents.

By comparing the opinions of experts and parents regarding the effect of health television programs on the population increase, we find out that health programs of television have a positive and significant effect on population increase in the opinion of parents. Also, the beta coefficient shows that health programs of television predict 0.49 of the changes of population increase.

In the view of experts, health programs have a positive effect on the view of women and girls about their body and beauty and also increase of the age of marriage and consequently its effect on reproduction.

The results of this research comply with the results of the research done by Ahmad Kianfar (2012) who had reviewed the effects of TV programs on the mental and physical health of human beings.

Second hypothesis: economical television programs have an effect on the population increase in the opinion of parents/experts.

By comparing the opinions of experts and parents regarding the effect of economical television programs on the population increase, we find out that political programs of television have a positive and significant effect on population increase in the opinion of parents. Also, the beta coefficient shows that health programs of television predict 0.80 of the changes of population increase.

In the view of experts, economical programs have a positive effect on "reformation of demographic policies" given cultural, economic and social relations; whereas they do not believe that the national media is capable regarding the coefficient of academically covering girls and women's participation in socio-economic affairs and its effect on reduction of reproduction.

The results of this research complies with that of a study done by Reza Esmi, Dr. Esmaeil Samadipoor, and Dr. Hassan Asadzadeh (2010) in which the presence of a direct relationship between the rate of watching business commercials and the model of the consumers of the commercials. And also, it complies with the view of Gerbner indicating cultivation of a kind of unrealistic view of the world in the minds of permanent viewers of TV. According to the cultivation theory, the more television the audiences watch, the closer their views become to what the TV presents.

Third hypothesis: political television programs have an effect on the population increase in the opinion of parents/experts.

By comparing the opinions of experts and parents regarding the effect of political television programs on the population increase, we find out that political programs of television have a positive and significant effect on population increase in the opinion of parents. Also, the beta coefficient shows that health programs of television predict 0.85 of the changes of population increase.

And in the opinion of experts, the political programs have positive effects on the demographic policies of the Islamic Republic of Iran, destructive effects of the reduction of population in the nuclear field, facing potential and actual safety threats the regime will face, change of lifestyle and common thought of the society; however, they don't believe that the national media is not capable in terms of the impact of programs on the demographic policies in the short-term.

The results of this research comply with the findings of the research done by Sarvestani with 10 of the experts of the area and universities called "national media and change of demographic policy" in four areas "studying religion", "cultural studies and media", "demography" and "communications".

Fourth hypothesis: socio-cultural television programs have an effect on the population increase in the opinion of parents/experts.

By comparing the opinions of experts and parents regarding the effect of socio-cultural television programs on the population increase, we find out that socio-cultural programs of television have a positive and significant effect on population increase in the opinion of parents. Also, the beta coefficient shows that health programs of television predict 0.59 of the changes of population increase. And in the view of experts, the socio-cultural programs in providing the field for creating social cohesion and selecting successful populated families are effective; whereas, they did not agree on the direct entrance of media on inviting people for population increase.

The results of this research comply with the findings of the researches done by Davod Nemati Anarki (2011) called the proper model of management of television news from the views of experts (case study: media of Islamic Republic of Iran) and also the findings of researches done by Jackie Bolen (2006) called the effect of television on families.

A few recommendations based on the results:

- 1) Since reduction of population is considered a serious safety, socio-cultural and psychological damage in the future of Iran and on the other hand, the aging of the population and increase of the age average will intensify this damage, it is obvious that for preventing this damage, presenting and executing any effective media, cultural and social model will have a deeper and broader impact – but indirect – so that we would directly start a conversation for preventing this damage.
- 2) The results of this research clearly unveiled a truth that indirect programs of television – as a broad media – have had more serious effect on the direct programs on their target audience. Since the results of this research includes both the group of experts and living parents in an innovative and different way, they are way more reliable than the results of the researches which might comply with the opinion of parents or the view of experts.
- 3) It is a certain necessity to achieve a developed media policy and mainly news and reports completed with images and notes, articles and effective and short criticism; but this developed media policy will be effective in the field of population increase when it targets the age group of 20 to 30 years including both girls and boys and the second level 30 to 40 years with two tables of media programs in which their timing is specified. However, undoubtedly, although this media program will be developed for 5 years and will comply with the documentations at hand as instructions,

but in terms of production and execution, they must be updated every three months in the annual timing programs.

- 4) The final part of these recommendations might be as important as the other three parts combined. Each developed media program shall be completed with other chains for execution in the field of reducing this damage and with the purpose of population increase. The chain of cultural and artistic programs, large social campaigns in networks, other social campaigns in a real space, entrance of athletic stars, national and cinematic champions and scientific elites will strongly have a unique role in reinforcing the developed media policy of the next 5 years up to 2020-2021 (equal to 1400).

In the end, the researchers of this study hope that the obtained results and recommendations would be discussed and reviewed – with the purpose of execution – in the policy making councils and assemblies for setting and developing media programs of television and its broad and different networks. To this hope!

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